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**MARICOPA ASSOCIATION OF GOVERNMENTS**  
REGIONAL TRANSPORTATION PLAN

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**PHOENIX (NORTH) FOCUS GROUP RESULTS**

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals, and objectives that will guide the development of the Regional Transportation Plan.

The format of the Focus Groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topics areas. The topics included:

- ✕ Demographic and Social Change;
- ✕ The New Economy;
- ✕ Environmental and Resource Issues;
- ✕ Land Use and Urban Development; and
- ✕ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.



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The results of the **Phoenix (North) Focus Group** are attached. This material has been divided into three parts as follows:

**Part I. Key Focus Group Issues:** In Part I, the key issues identified at the Phoenix (North) Focus Group are listed by topic area. These issues are those voted by the participants to be the top two concerns in each topic area. Due to ties, certain topics may have more than two issues listed.

**Part II. Comprehensive Listing of Participant Issues:** In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

**Part III. Roundtable Discussion Comments:** In Part III, the results from a roundtable discussion are listed. These comments were recorded when all the focus group attendees participated in a general discussion of issues prior to voting on the top issues in each topic area.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or [rherzog@mag.maricopa.gov](mailto:rherzog@mag.maricopa.gov).



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## PHOENIX (NORTH) FOCUS GROUP RESULTS

### PART I. KEY FOCUS GROUP ISSUES

The participants of the Phoenix (North) Focus Group were given the opportunity to vote on their top two issues in each of the five topic areas. The two issues receiving the most votes are listed under each topic. Due to ties, certain topics may have more than two issues listed.

#### *DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES*

- x Need for school district consolidation.
- x Effect of changing demographic on education system.

#### *THE NEW ECONOMY PRIMARY ISSUES*

- x Need for educational institutions to keep population updated on job skills.
- x Government cooperation in attracting new companies.

#### *ENVIRONMENT AND RESOURCES PRIMARY ISSUES*

- x Open space – balance with development.
- x Increase recycling.
- x Find new ways to treat refuse other than landfill.
- x Air quality!! (smog).
- x Adequate water/recycle limited resources.
- x Need greater emphasis on solar power/electric power.
- x We need a good walking/biking trail system.



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## PART I. KEY FOCUS GROUP ISSUES (CONTINUED)

### *LAND USE AND URBAN DEVELOPMENT PRIMARY ISSUES*

- x Greater emphasis on master plans – live/work/play – ASLD.
- x Hiking, biking, trails connected through communities.
- x Government cooperation on land use issues.
- x Regional cooperation absolutely necessary.

### *TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES*

- x More alternative fuel technology (real alternative fuel vehicles).
- x Additional freeways must be planned and built.

## PART II. COMPREHENSIVE LISTING OF PARTICIPANT ISSUES

The following is a comprehensive listing of the issues that individual participants of the Phoenix (North) Focus Group identified as their concern under each topic.

### **DEMOGRAPHIC AND SOCIAL CHANGE ISSUES**

- x [Need to improve] safety (crossing, commuting).
- x [Need to analyze] effect of changing demographics on crime.
- x Need for connector (transfers) hubs between systems – to get lower income from affordable housing areas to jobs – resorts.
- x [Need to develop additional] elder care/assisted living facilities.
- x Seniors – public transport is needed, but getting to and from the bus is a big problem in the heat.
- x An age mix helps all in an area, but there needs to be community areas where seniors and kids can be separate.



- x Minority (poorer people) need decent housing and transportation relatively near affluent areas, since these folk often provide the services.



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**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)**

- x [Need] more retirement communities located near shopping.
- x Better access to all places for physically challenged through more transportation alternatives.
- x Getting poor senior drivers off the road.

**THE NEW ECONOMY ISSUES**

- x [Need to improve] education.
- x Home wiring adds to cost [of housing].
- x [Need to develop] telecommuting.
- x [Need to analyze] proximity of housing and jobs.
- x In-home businesses [need to be developed/encouraged].
- x Need for creation of higher paying jobs vs. "call centers."
- x Attraction of more corporate headquarters locations [needs to be developed].

**ENVIRONMENT AND RESOURCES ISSUES**

- x [Need to address] air quality/alternative fuels.
- x [Need to address] noise abatement/planes.
- x Greater emphasis on mountain preservation [is needed].
- x [Need to preserve] open space, recreation areas, parks.
- x Bicycle commuting should be encouraged but a huge education campaign should teach how to share the road.
- x Is there adequate water for build out?



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### LAND USE AND URBAN DEVELOPMENT ISSUES

- x Stick to the Plan!
- x [Need to develop] compatible uses/stations and activity centers.
- x Limit leapfrog.
- x [Utilize] infill to the greatest extent.
- x [Need to develop] light rail system for outlying regions.
- x [Identify the] role of the Army Corps. of Engineers.
- x [Need] more planned communities where work/live/shop are close together.
- x Designate “unusable land” as alternative uses.
- x Need for residential growth to respect buffer zones around airports, freeways, industry, etc.
- x Urban village concept needs to be adopted regionally.
- x [Need to build] light rail.
- x Downtown needs to continue the upgrade.
- x Public transit to downtown events – increased service has helped, but more people will be encouraged to try public transport as gas prices go up.
- x Live/work/play close together.

### TRANSPORTATION AND TECHNOLOGY ISSUES

- x [Need to analyze] air travel.
- x Internet relating to traffic [needs to be addressed].
- x Availability [of transportation needs to be addressed].
- x Interconnections/transfers [for public transportation needs to be improved].
- x Park-and-ride [locations need to be developed].



- x [Need] affordable housing at stations/collector points.





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**TRANSPORTATION AND TECHNOLOGY ISSUES (CONTINUED)**

- x Focus on equipment creation in village cores – reduce commute.
- x [Need to] increase number of alternative fuel vehicle recharging stations.
- x Continue tax breaks (or other breaks) to encourage alternative fuel vehicle purchases.
- x Designate certain surface streets as throughways and set traffic signals accordingly.
- x [Need to] time more traffic lights to the speed limit.
- x Regional coordination of technology – traffic signals, spacing, etc.
- x User-friendly mass transit [is] required.

**PART III. ROUNDTABLE DISCUSSION COMMENTS**

The following are issues that were identified by participants in an informal, roundtable discussion held during the Phoenix (North) Focus Group, regarding future transportation in the Valley.

- x Public transit is great – but life to and from bus is rough.
- x Mixed-use master-planned community is great – many activities, shorter trips.
- x Roads of regional significance for specific high capacity north-south and east-west.
- x Need to build and finance multi-modal transportation system now.
- x Let's have multi-modal plan ready to go in 2006, when freeway system is done.
- x Protect future transportation corridors with proper land use plan.
- x Need regional transport/land use/environmental plans and cooperation.
- x Need enhanced air travel:
  - Another airport.
  - Better travel to/from airport.
- x Pathway system needs to be safe and convenient – community activity centers.



- x Internet needs efficient delivery systems (clean fuels).



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**PART III. ROUNDTABLE DISCUSSION COMMENTS (CONTINUED)**

- x Alternative vehicles and fuels are important to environment.
- x Multi-modal is key – LRT, enhanced buses, freeways.
- x “Real” alternative vehicles.
- x More master-planned communities reduce trips (encouraged).
- x Government cooperation is critical – regional authority = taxation, land use, transport.
- x Education is critical for good workforce, including increasing minority populations.
- x Urban village concept needs to be adopted county-wide.
- x Regional cooperation is critical to solve regional problems (homeless, land use, transportation.)
- x Need interconnected trail systems – community to community.
- x Protection of right-of-way – future transportation corridors.
- x Proximity to community and district amenities.
- x Look to impacts for surrounding neighborhoods.

